ADVERTISING
PUBLICITY
PROMOTION

The Reluctant Astronaut

PUBLICITY
The RELUCTANT ASTRONAUT

UNIVERSAL CITY STUDIOS

the cast

Roy	DON KNOTTS
Major Gifford	LESLIE NIELSEN
Ellie	JOAN FREEMAN
Donelli	JESSE WHITE
Mrs. Fleming	JEANETTE NOLAN
Plank	FRANK McGRATH
Buck Fleming	ARTHUR O'CONNELL
Blonde in Bar	JOAN SHAWLEE
Bert	GUY RAYMOND
Aunt Zana	NYDIA WESTMAN
Rush.	PAUL HARTMAN
Cervantes	ROBERT SIMON
Moran	ROBERT PICKERING

production credits

Produced and Directed by EDWARD J. MONTAGNE; Written by JIM FRITZELL and EVERETT GREENBAUM; Director of Photography, REXFORD WIMPY, A.S.C.; Color by TECHNICOLOR; Art Directors, ALEXANDER GOLITZEN and WILLIAM D. DeCINCES; Set Decorations, JOHN McCARTHY, JOHN AUSTIN; Sound, WALDON O. WATSON, EARL N. CRAIN, SR.; Unit Production Manager, WES THOMPSON; Assistant Director, PHIL BOWLES; Film Editor, SAM E. WAXMAN; Make-Up, BUD WESTMORE; Hair Stylist, LARRY GERMAIN; Costumes by ROSEMARY ODELL; Music, VIC MIZZY; Musical Supervision by JOSEPH GERSHENSON; A UNIVERSAL PICTURE.

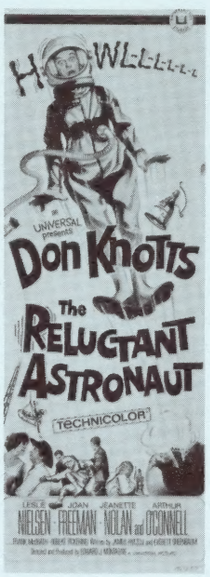
POSTERS

SIX SHEET

ONE SHEET

THREE SHEET

22 x 28



14 x 36

WINDOW CARD

PRINTED IN U.S.A.

PUBLICITY

Perforated for easy removal

HILARIOUS DON KNOTTS COMEDY,

"RELUCTANT ASTRONAUT," TO OPEN

Don Knotts' talents are given full play and the result is Universal's hilarious comedy in Technicolor, "The Reluctant Astronaut," which comes ..... to the .....Theatre. And while it is the star's antics that do most to tickle the funny-bone in the title role, he gets outstanding support performances from his co-stars, Leslie Nielsen, Joan Freeman, Jeanette Nolan and Arthur O'Connell.

In "The Reluctant Astronaut," Knotts is a timid soul so afraid of heights and flying that he has to muster all his meager courage to retain a job as operator of a space ride at a children's amusement park. Without his knowledge he is volunteered by his doting father, portrayed by O'Connell, for training as an astronaut in Uncle Sam's space program. Through a bizarre set of rib-tickling circumstances he finds himself chosen to man a fully automated capsule rocketed into orbit. His numerous hairbreadth escapes from disaster are presented in Knotts' celluloid style of the galloping jitters, with even greater entertainment than in his former Universal picture, "The Ghost and Mr. Chicken."

Leslie Nielsen is the world-famous astronaut who befriends the little man several times. His sweetheart, played by Joan Freeman, has an important part in unwittingly sending Don into orbit. O'Connell's wife, and Knotts' mother, is portrayed by Jeanette Nolan, who has been O'Connell's wife on the screen several times, most recently in the video special, "The Menace of Old Age."

Edward J. Montagne, who manages to be unique in an industry in which the unique often is commonplace, produced and directed "The Reluctant Astronaut." He is one of but a handful of film producers who are second generation picture makers, and on the same lot where his late father started his tenure at the studio some four decades ago. Montagne has a distinct flair for comedy fare, having warmed up with McHale's Navy, both as video and feature productions, and the Phil Silvers (Sgt. Bilko) show, for which he earned an Emmy. He also produced and directed Knotts' former well-received Universal picture, "The Ghost and Mr. Chicken."

The writing team that did that film created the very funny original screenplay for "The Reluctant Astronaut." They are James Fritzell and Everett Greenbaum.

# # #

KNOTTS PREFERS SITUATIONS

TO GAGS FOR LAUGHS

When it comes to milking audiences for laughs Hollywood's newest comedian, Don Knotts, hews to the oldest tradition.

He eschews gags in favor of situations.

He says a sight piece of business -- even a basic pratfall -- is worth far more than any kind of dialogue, and offers his current title role in Universal's "The Reluctant Astronaut" as a Technicolor case in point. Co-starring Leslie Nielsen, Joan Freeman, Jeanette Nolan and Arthur O'Connell, it comes ..... to the ..... Theatre.

Some of his most rib-tickling scenes, he believes, are those in which for all practical purposes he might as well be making an old-fashioned silent.

Knotts, whose role in "The Reluctant Astronaut" is that of a timid soul, afraid of heights, who finds himself embarked on a hazardous flight into outer space, explains that the gag has its rightful place as a comedy device but falls short in that it seldom contributes to characterization building.

As he demonstrated in his initial Universal feature, "The Ghost and Mr. Chicken," which turned boxoffice turnstiles at a giddy pace, Knotts' forte is the credibility of his portrayal of a nervous bumbler who somehow manages to overcome insuperable obstacles.

In "The Reluctant Astronaut" almost all that he touches turns out wrong, and it becomes believable, he thinks, because he so thoroughly establishes the impression that he's so unsure of himself.

If critics note a resemblance between Knotts' escapades in his current vehicle and those which usually befell Harold Lloyd in his films it is not, according to the comedian, solely by chance.

"Our story," he says, "is basically a Lloyd type vehicle, and if anyone should draw a comparison I would be enormously flattered."

# # #

LESLIE NIELSEN PORTRAYS

FAMOUS ASTRONAUT IN FILM

Leslie Nielsen at long last has inherited a screen role he says is right down his avocational alley.

He's an aviation buff and in his current co-starring stint with Don Knotts, Arthur O'Connell and Joan Freeman in Universal's "The Reluctant Astronaut" he finally gets to portray a hot-shot flier. The hilarious Technicolor comedy is at the ..... Theatre.

Nielsen, a Canadian by birth, managed to log thousands of hours in the air during three years of service with the Royal Canadian Air Force. Now that he's a star, with his services constantly in demand, he has to confine his flying to weekends.

The actor's role in "The Reluctant Astronaut," which Edward J. Montagne produced and directed, launched a new phase of his career for Nielsen, who only recently was placed under exclusive contract to Universal.

His initial assignment, under the pact, prior to "Astronaut," was "Beau Geste," but earlier he had co-starred with Debbie Reynolds in "Tammy and the Bachelor." Studio toppers would have signed him at the time were it not for the fact that he was then under contract to Metro-Goldwyn-Mayer.

Nielsen's original ambition, on arrival in Hollywood, was to become a cinematographer, and to further this goal he enrolled in a cinema course at UCLA. Not until he was well along in his studies did he discover that far more fascinating to him than lenses and lighting was the art of acting.

Always willing to devote his entire energies to his chosen field, Nielsen joined the Neighborhood Playhouse in New York City and at the same time supplemented this training with special tutelage by the noted drama coach Sanford Meisner.

A six foot two specimen weighing a trim 185 pounds, the actor looks every inch the prototype for a flier, even to eyes the same cerulean blue as the skies he likes to crisscross at the controls of a plane.

# # #

SHORTS

Don Knotts discovered that from at least one standpoint he could fit into space exploration even better than the real astronauts.

For his title role in Universal's hilarious comedy in Technicolor, "The Reluctant Astronaut," now at the ..... Theatre, the studio constructed a full-scale model of an authentic space capsule, complete with interior fittings.

There are so many controls in the vehicles that real-life astronauts usually feel as hemmed in as a tinned sardine.

Not so with Knotts.

He had room to spare. The slightly built comedian weighs in only a hair over the 120-pound mark.

# # #

No danger of an inflated ego for Don Knotts.

While making his latest Universal comedy in Technicolor, "The Reluctant Astronaut,' now at the ..... Theatre, he was informed he was by far the most successful comedian the studio developed in years.

Replied Knotts: "But with only two legs how can I ever make it in the same league with my predecessor -- Francis the Mule?"

# # #

Joan Freeman says it now seems perfectly obvious to her that she was destined to have a Don Knotts in her film future.

When Knotts' earlier starring vehicle, "The Ghost and Mr. Chicken," was being cast she was among those tested for the feminine lead. She lost out to another.

The same thing happened once before in a video spectacular.

But fortunately for Joan, producer-director Edward Montagne, who made "Ghost," remembered her from her original test and felt she was precisely right for his current project, Universal's Technicolor comedy, "The Reluctant Astronaut," coming ..... to the ..... Theatre. Result: She won the part as Don Knotts' girl without anyone else even being considered.

# # #

Arthur O'Connell inherited a priceless collection of letters written by his illustrious antecedent, Daniel O'Connell, known as the Emancipator of Ireland. He was informed of the inheritance while co-starring with Don Knotts, Leslie Nielsen, Joan Freeman and Jeanette Nolan in Universal's hilarious comedy in Technicolor, "The Reluctant Astronaut," now at the ..... Theatre.

He plans to keep several of the missives in his permanent possession but disclosed that the bulk of the letters, considered of great historical interest, will be turned over to administrators of the National Library in Eire.

O'Connell is a direct descendant of the early patriot.

# # #

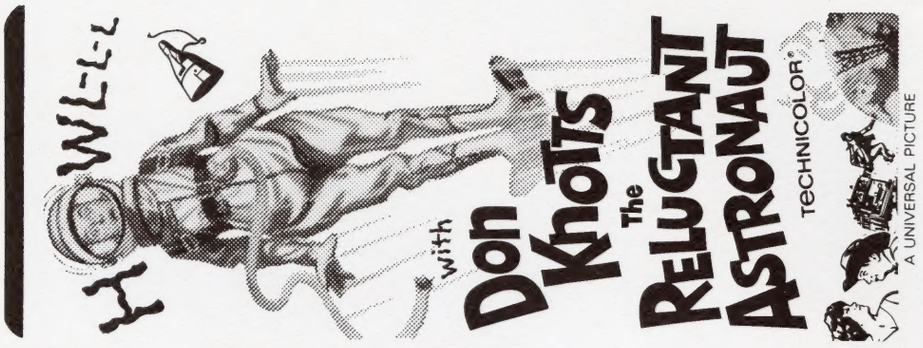
No matter how spectacularly successful Don Knotts becomes in his film career he says he'll never overcome his first disappointment in trying to enter show business.

The comedian, who can now be seen with Leslie Nielsen, Joan Freeman and Arthur O'Connell in Universal's hilarious Technicolor romp, "The Reluctant Astronaut," at the ..... Theatre, related that in his initial effort to gain a foothold as an entertainer he auditioned for the Major Bowes Amateur Hour.

He was turned down.

"How can I ever erase the stigma," he mused, "of being branded a Major Bowes reject?"

# # #



MAT No. 104

Ad Mat No. 104
1 Col. x 5½" – 76 Lines

MAT No. 401

Ad Mat No. 401 – 4 Col. x 8" – 448 Lines
Also available as Ad Mat No. 501 – 5 Col. x 10" – 700 Lines

SPECIAL COMPOSITE MAT

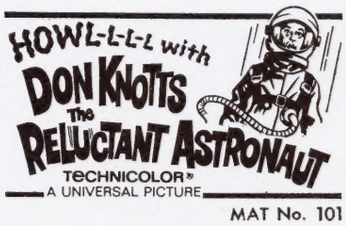
BASIC NEEDS FOR A CAMPAIGN, ALL ON ONE MAT

MAT No. 204

Ad Mat No. 204 – 2 Col. x 5-5/8" – 158 Lines

MAT No. 102

Ad Mat No. 102
1 Col. x 2" – 29 Lines

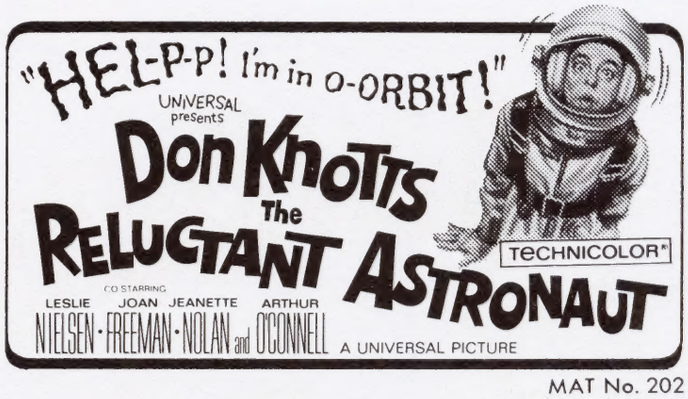


MAT No. 101

Ad Mat No. 101
1 Col. x 1" – 14 Lines

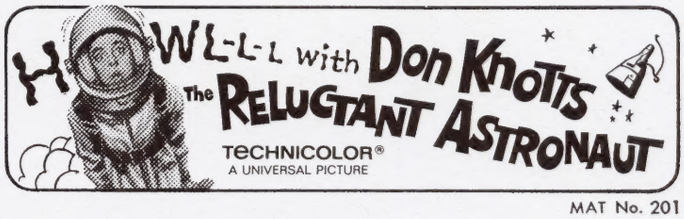
MAT No. 103

Ad Mat No. 103
1 Col. x 3½" – 50 Lines



MAT No. 202

Ad Mat No. 202 – 2 Col. x 2" – 56 Lines



MAT No. 201

Ad Mat No. 201 – 2 Col. x 1" – 28 Lines

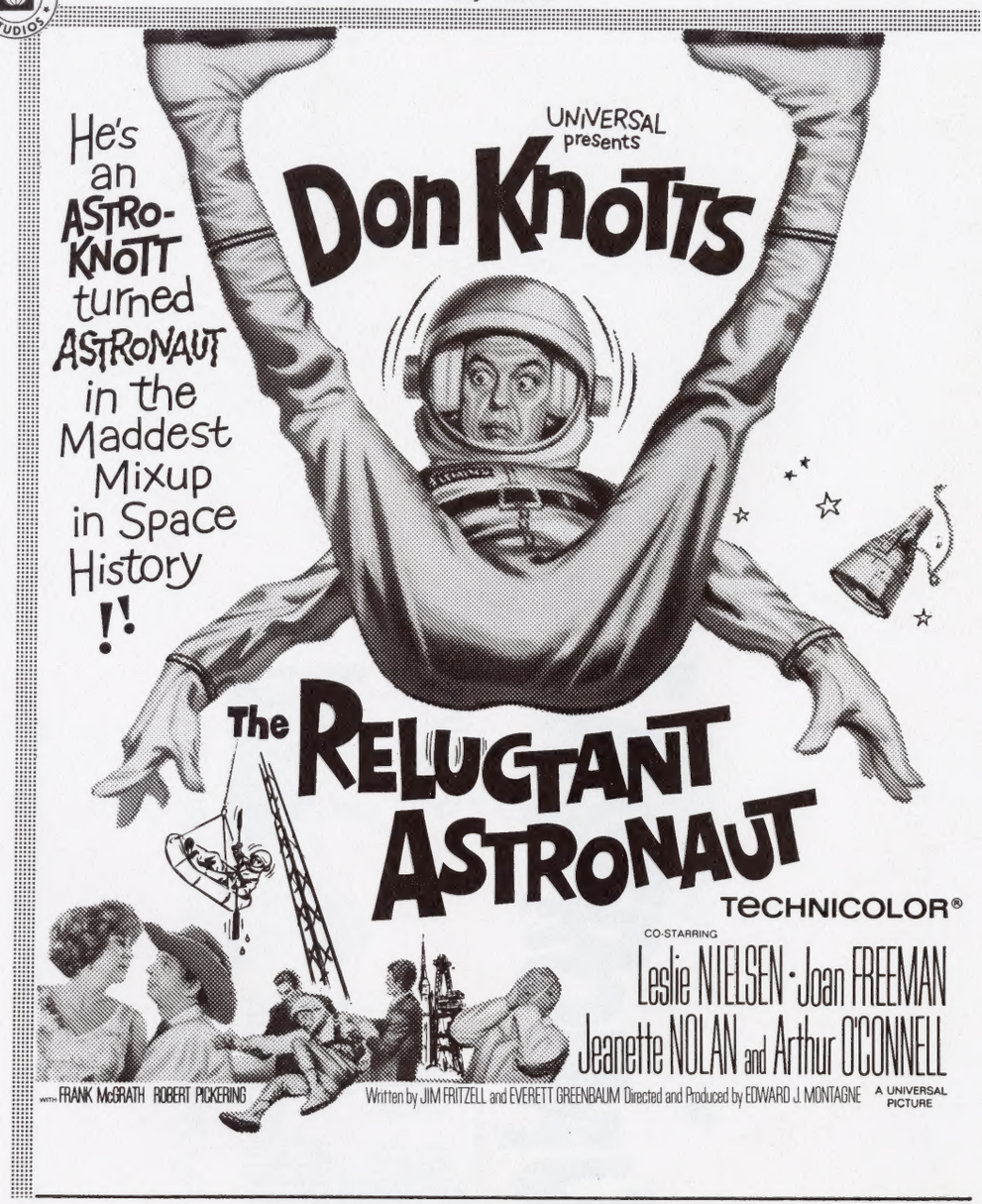
"RELUCTANT ASTRONAUT" (1-B)

"RELUCTANT ASTRONAUT" (1-A)

ID NUMBER FROM NATIONAL SCREEN SERVICE

ED SINGLY (By number indicated) AT THE REGULAR PRICE!

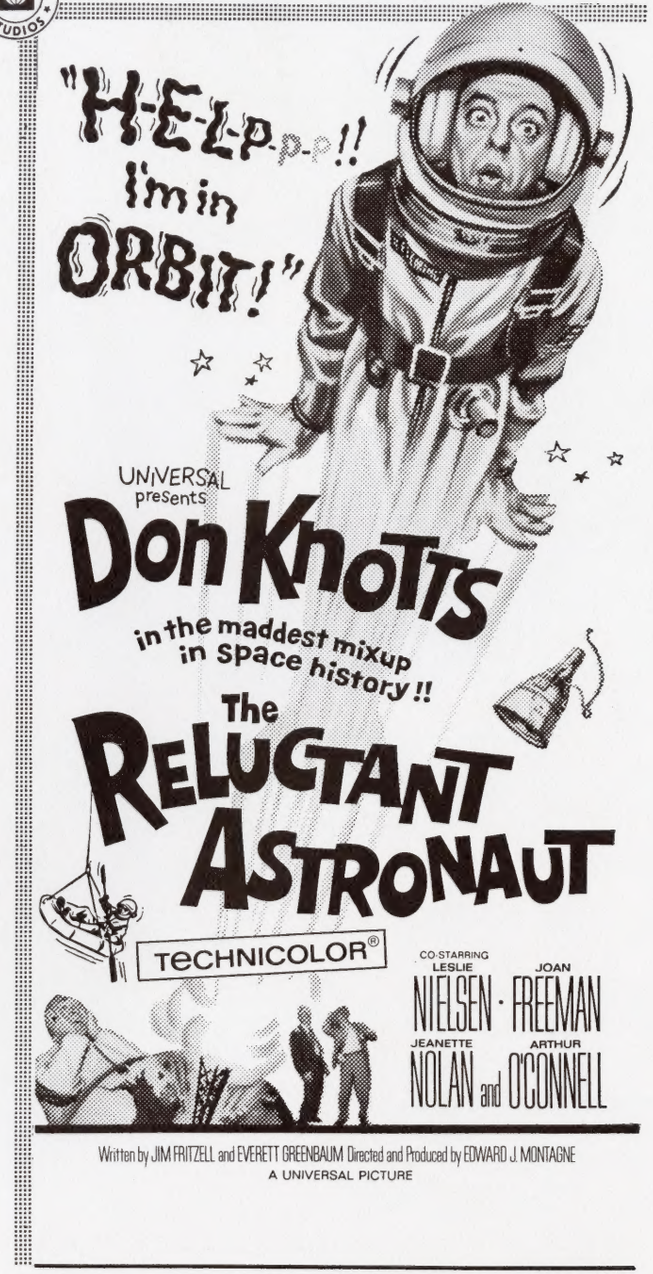
When in Southern California visit Universal City Studios



Ad Mat No. 301 – 3 Col. x 7" – 291 Lines MAT No. 301

Also available as Ad Mat No. 402 – 4 Col. x 9¼" – 520 Lines

When in Southern California visit Universal City Studios



MAT No. 205

Ad Mat No. 205 – 2 Col. x 7¼" – 204 Lines

When in Southern California visit Universal City Studios

CO-STARRING

LESLIE NIELSEN · JOAN FREEMAN · JEANETTE NOLAN and ARTHUR O'CONNELL

WITH FRANK McGRATH ROBERT PICKERING Written by JIM FRITZELL and EVERETT GREENBAUM Directed and Produced by EDWARD J. MONTAGNE

A UNIVERSAL PICTURE

MAT No. 403

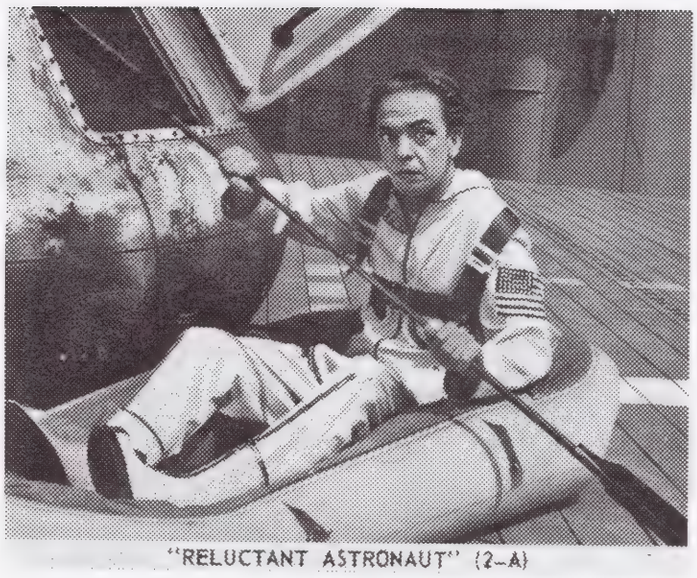
Ad Mat No. 403 – 4 Col. x 10¾" – 600 Lines

Perforated for easy removal

"RELUCTANT ASTRONAUT" (1-B)

Weightless and flying around the world in a space capsule, Don Knotts overcomes his fear of heights in Universal's hilarious comedy in Technicolor, "The Reluctant Astronaut."

(Still No. 1987-17)



"RELUCTANT ASTRONAUT" (2-A)

Don Knotts inflates his rubber raft and gets into it at the end of a space journey only to discover that he has landed on deck of the recovery aircraft carrier in a rib-tickling sequence in Universal's comedy in Technicolor, "The Reluctant Astronaut."

(Still No. 1987-30)

"RELUCTANT ASTRONAUT" (2-B)

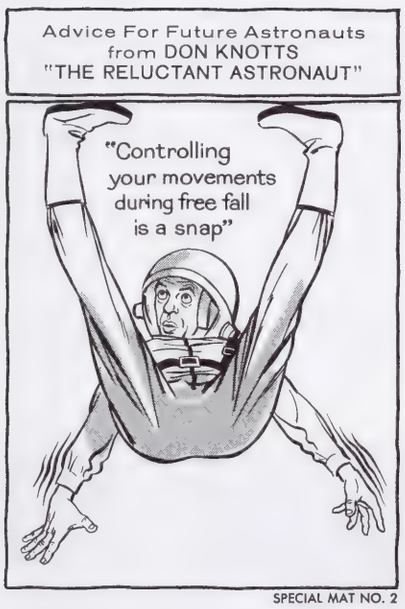
As famous astronaut Leslie Nielsen (left) looks on, doctors examine Don Knotts prior to sending him into orbit to prove the safety of space flight in Universal's fun-packed comedy in Technicolor, "The Reluctant Astronaut," directed and produced by Edward J. Montagne.

(Still No. 1987-11)

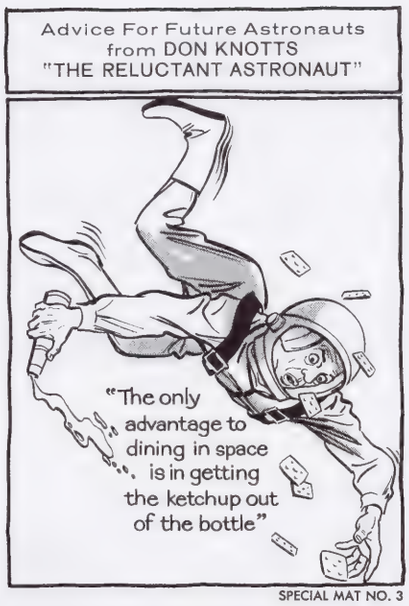
"RELUCTANT ASTRONAUT" (1-A)

Don Knotts shows his surprise at seeing a man flying when he arrives at the space center in Universal's comedy romp in Technicolor, "The Reluctant Astronaut."

(Still No. 1987-9)



SPECIAL MAT NO. 2



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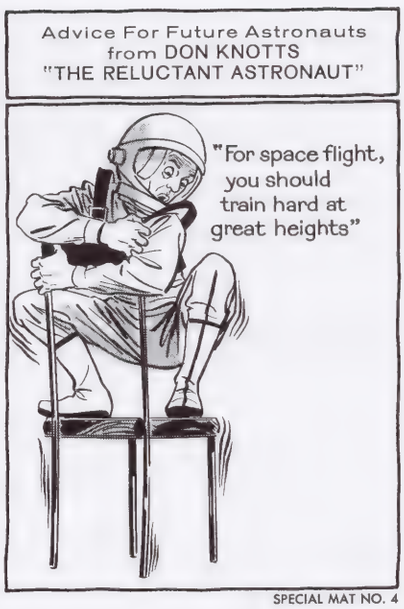
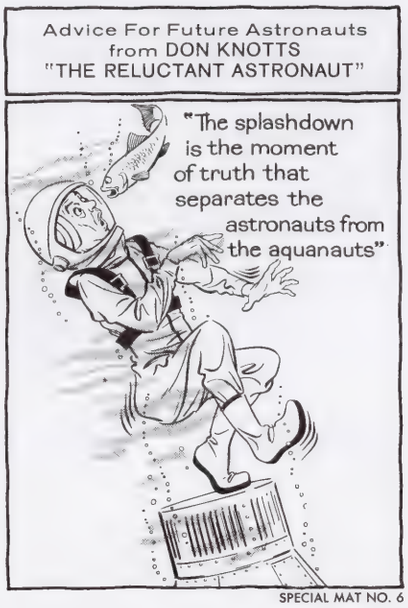


SPECIAL MAT NO. 4

SPECIAL MAT NO. 5



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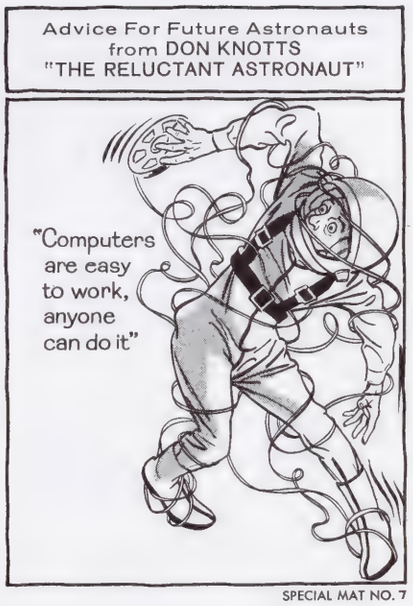

SPECIAL MAT NO. 7

A FREE SPACE, FREE ADVERTISING SERIES TO HELP SELL "THE RELUCTANT ASTRONAUT!"

Hot comedy star Don Knotts as an Astronautical "Expert" is a perfect special feature gimmick for planting on the comic page, or run-of-paper preceding the engagement of "The Reluctant Astronaut." It is specially designed to look like a legitimate cartoon feature and because of the enormous interest in our space program and the great personal popularity of Don Knotts should be a successful space grabber. There are six individual 2-column mats in the series. Each mat is 5-1/2 inches deep - 150 lines on two columns. Order from National Screen Service.

PROMOTION
The RELUCTANT ASTRONAUT

"THE RELUCTANT ASTRONAUT" Coloring Book

Based on the hilarious comedy of "THE RELUCTANT ASTRONAUT" and its star, Don Knotts, as well as its aerospace story theme, The Saalfield Publishing Company has prepared a full size coloring book. Introduction of the item in chain stores, toy shops and department stores, can be profitably tied in with your booking. Try for window and counter displays by furnishing stills and a sign announcing your engagement. Reciprocate by displaying the coloring book on a lobby board with a list of the stores selling the item. This also can be used as a prize for contests and a giveaway for television and radio stunts involving children.

For further details regarding this item as well as the name of your local distributor-jobber, write to: THE SAALFIELD PUBLISHING COMPANY, SAALFIELD SQUARE, AKRON 1, OHIO.

TIE UP WITH GREYHOUND BUS

Being afraid to travel by air, because of his fear of heights, Knotts goes from his home to the Space Center by Greyhound Bus, and returns the same way. Greyhound Bus has more than 5,000 depots across the nation. Use stills and booking information for a display in Greyhound stations in your area. Order the still illustrated here FREE from EXPLOITATION DEPT., UNIVERSAL PICTURES COMPANY, 445 PARK AVENUE, NEW YORK, N.Y. 10022. Please specify "THE RELUCTANT ASTRONAUT" still No. 1987-EX 1.

SPACE-FLYING MODEL KITS

Several large toy manufacturers have under consideration the production and distribution of a "RELUCTANT ASTRONAUT" model kit, designed for youngsters. Watch for its appearance in your area, and use it in promotion for your playdate.

In the film, Knotts flies a Gemini capsule. Model kits of the Gemini are on the market and suggest various tie-ups with "THE RELUCTANT ASTRONAUT." Hold a contest with an award to the most perfect model. Also use the model kit for prizes.

"RELUCTANT ASTRO-NUT" ICE CREAM

A tie-up has been effected with Baskin-Robbins to feature a special ice cream in their stores in honor of "THE RELUCTANT ASTRONAUT" during the period of its release. The ice cream is named "Reluctant Astro-Nut," and will be displayed with window banners and other promotion efforts. Where these stores operate in your area, furnish play date information to the district managers and the local store managers.

While Baskin-Robbins is a regional concern, similar tie-ups can be developed with chain or single ice cream stores in your locality.

ASTRO-NAUGHT COSTUME

Many uses can be found for the "Astro-Naught" costume illustrated here, and designed in honor of "THE RELUCTANT ASTRONAUT." Employ a model to wear it while planting the press with publicity of your playdate. The model also can appear on news and women's TV shows to tell about the engagement of the picture at your theatre.

ORDER FREE TEASER TRAILER, REGULAR TRAILER, AD MATS, SCENE MATS, STILLS AND OTHER ACCESSORIES FROM YOUR NATIONAL SCREEN SERVICE EXCHANGE.

TV SPOTS COME IN color AND black-and-white

Made in a variety of time lengths, with allowance for playdate data these spots are test-proven ticket sellers. A complete set is FREE on request to HERMAN KASS, NATIONAL EXPLOITATION DIRECTOR, UNIVERSAL PICTURES COMPANY, 445 PARK AVENUE, NEW YORK, N.Y. 10022. Specify Color or B & W, and list stations scheduled.

Open-End RADIO INTERVIEWS - FREE!

DON KNOTTS, LESLIE NIELSEN and JOAN FREEMAN each are interviewed for three radio program possibilities on your "THE RELUCTANT ASTRONAUT" campaign. Their fresh, extemporaneous answers about their work and the hilarious comedy make top entertainment which many radio stations will be glad to program. The three interviews, with a acript so local announcer may ask the questions, are available on one record FREE from RADIO DEPARTMENT, UNIVERSAL PICTURES, UNIVERSAL CITY, CALIFORNIA 91608. Also included on the transcription, for those stations that do not wish to "localize" the program, is famed Hollywood Radio Reporter Dick Strout asking the questions. Use these three programs either way.

Strout's "Celebrity Profile" radio program is carried on 800 American and Canadian radio stations, as well as being serviced to an additional 200 stations throughout the country by Garrison System, Inc. Check your local stations on these syndications, and fit in your playdate information either via promotion or in connection with your radio spot buy.

Free RADIO SPOT Transcription

Prepared to sell the great humor in "THE RELUCTANT ASTRONAUT" to the listening audience, the Radio Spot Transcription contains different time-length segments to fit your ad budget. Request this without charge from: RADIO DEPARTMENT, UNIVERSAL PICTURES, UNIVERSAL CITY, CALIFORNIA 91608.

TIE INTO KNOTTS TV APPEARANCES

While Knotts no longer appears on the "Andy Griffith Show," that series is in syndication in many territories. Work out a cooperative promotion with the local station showing this Emmy winning program, for playdate information of your showing of "THE RELUCTANT ASTRONAUT." For a ready-made Don Knotts audience, place your TV spots as near to the program as possible. Don't forget to publicize your booking with TV editors and colunmists.

TEASER TRAILER - free! In Color

Use well in advance of your booking for pre-sell to a ready made audience. Start your "THE RELUCTANT ASTRONAUT" campaign early with this FREE TEASER TRAILER - available at your local NATIONAL SCREEN SERVICE. Don't overlook the possibility of using this fast-sell for cross plugging, as well.

After the Teaser Trailer, follow through for greatest penetration with the Regular Theatre Trailer - in Color. National Screen Service has it.

TV TELOP or SLIDE

Reach the TV audience in a flash with a flash...both Telop and Slides available... $6.00 with theatre playdate and station ID (to accompany order)....$5.00 without playdate or station...$2.50 for each duplicate copy of any Telop or Slide...Order direct from QQ TITLE CARD COMPANY, 247 WEST 46th STREET, NEW YORK, N.Y. 10036.

LIVE COLOR SCENE STILLS For Captivating Displays!

A full set of hilarious 8 x 10's for your lobby and front as well as away-from-theatre promotion. New-type FULL-COLOR SCENE STILLS to amplify your display selling for "THE RELUCTANT ASTRONAUT." Order the sets from your local NATIONAL SCREEN SERVICE.

DeLuxe HI-RISE Standee

Outstanding IN FULL COLOR - an excellent advertising display! Convertible as a Wall Hanger where floor space is limited. Budget-priced at $9.95 for the Standee, with the re-usable Extension pole costing only $1.95. Order from National Screen Service.

DA-GLOW TITLE DISPLAY

Containing a photo illustration from "THE RELUCTANT ASTRONAUT," this 24" x 82" title display is in brilliant, reflecting Da-Glow. On adhesive stock, for sticking on windows and walls, it can be converted to 20" x 60". Please contact National Screen Service for this unusual sales item.

Satin BANNER ACCESSORIES

Special 3-PIECE STREAMER, Size 15 feet, $21.50 each. DeLUXE FLUORESCENT SECTIONAL VALANCE, $2.15 per running foot, minimum order, 10 feet. 9' x 12' FLAGS or WALL BANNERS, $80.00 single-faced or $145.00 double-faced. USHER BADGES, 50¢ each. In U.S., order direct from your nearest National Screen Service. In Canada, order from Consolidated Theatre Services, 120 Wellington St., W. Toronto, Ontario. All these items manufactured by National Flag & Display Co., 43 West 21st St., New York, N.Y. 10010.

EXHIBITOR'S CAMPAIGN CHECK LIST

____TV SPOTS - Free
____Color
____B & W
____Telop or Slide

FOR RADIO
____Spot Transcription - Free
____Interview Transcription - Free

FOR THEATRE SCREEN
____Teaser Trailer - Free
____Regular Trailer

FOR LOBBY AND DISPLAYS
____Special Color Still Board
____Banner Accessories

NATIONAL SCREEN ACCESSORIES
____Ad Mats
____Pub. Scene Mats
____2-Col. Cartoon Mats
____B & W Stills
____8 x 10 Color Stills
____Regular Trailer
____Teaser Trailer (Free)
____6-Sheets
____3-Sheets
____1-Sheets
____22 x 28 Card
____14 x 36 Insert Cards
____14 x 22 Window Cards
____Hi-Rise Standee
____Da-Glow Title Display

PROMOTIONAL TIE-UP HELP
____Coloring Book
____Greyhound Bus
____Space-Flying Model Kits
____Reluctant Astro-Nut Ice Cream
____Astro-Naught Costume

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http://wcftr.commarts.wisc.edu

MEDIA
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